

## Give Us a Trial

There are still many in this community whom we have not yet been permitted to serve with a meat order.

Will you not resolve to give us that pleasure—we will guarantee satisfaction to you—at an early date?

You could not do better than to make such a New Year resolution.

## BURNETTE'S MARKET

TOM BURNETTE, Manager

### GIVE THE COWS WARM WATER

Every hundred pounds of milk contains eighty-seven pounds of water. The cow requires, in addition, large quantities of water for carrying on her body functions. This water cannot be of any use to the cow until it is warmed. If it is swallowed ice cold it must be warmed inside the body. This gives the body a severe chill and requires a great deal of energy from the food to return it to the proper temperature. What are the results? W. W. Swett of the University of Missouri College of Agriculture, answers: First, the cow does not drink as much as she should and the milk production is limited. Second, a part of the food which should go to make milk is used to warm the cold water taken into the body and to overcome the decided chill imparted to the body. There are other more economical ways of warming water than by the use of expensive grain.

A group of cows drinking from an icy stream is a common winter sight in many parts of this country. In many cases these cows are driven half a mile or more for this privilege. In many cases these cows are driven half such conditions, to drink as much as they should and are driven back to the barn to wait until the following day when they will be offered the same thing over again. A cow cannot be a heavy producer of milk under these circumstances.

The best place to water dairy cows in cold weather is in the barn. When running water is available this can be accomplished by installing individual drinking cups or by watering them in a gutter-like manger. In this case the water will not need to be warmed as the water in pipes is not too cold. Individual cups have another advantage by allowing the cows to take small quantities at frequent intervals. On many farms these conveniences are impossible. In such cases it is always possible to use a tank heater. There are several different kinds of tank heaters on the market which may be purchased at a moderate price. Most of them are satisfactory.

Another possibility for a tank heater is to use a small water-tight iron stove so constructed that it is entirely immersed in the water. It extends through the wall of the tank and is fed from the outside of the tank. The funnel, which must be of heavy iron, extends at least twelve inches above the top of the tank. Draft is secured through the front that extends through the tank wall. Coal or wood may be burned. Don't compel dairy cows to drink ice water. They cannot be high producers if you do.

**For Croup**  
"Chamberlain's Cough Remedy is splendid for croup," writes Mrs. Edward Hassett, Frankfort, N. Y. "My children have been quickly relieved of attacks of this dreadful complaint by its use." This remedy contains no opium or other narcotic, and may be given to a child as confidently as to an adult. Obtainable everywhere.

All the news—\$1.50 the year

### COUNTY SCHOOL NOTES

State Superintendent of Schools Uel W. Lamkin is out with the following appeal addressed to the teachers of Missouri:

In the past two years I have written no more important letter than this, and have made no more urgent appeal than the one I am now making. I am asking for co-operation and for money. I am asking for support for the various teachers' organizations—national, state and district. I am asking money for your membership fees in those organizations.

There are more than twenty thousand teachers in Missouri. Every one of them should belong to state and district associations. Too often one gets the idea that there is no reason to enroll and pay the membership dues unless the teacher can attend the district or state meetings. This is far from being true. As a profession, we are at a time when "with our backs to the wall and believing in the justice of our cause" we must fight for ourselves and for the children of Missouri. We have not been paid a living and a saving wage. The physical conditions of our schools are not what they should be. Our school rooms are deficient in equipment. The people of the State as a whole are not awake to the fact that the material prosperity of Missouri depends upon the education and the welfare of her children. It is the opportunity of state and district associations to be of untold service in everything to better conditions. So I appeal, first, for one dollar from every teacher in Missouri for membership in the state and district associations which are leading and which must lead in this fight for you and for the children.

The National Education Association is just starting on a program which means more for education nationally than any other movement in the history of the country. It is urging the creation of a Cabinet Department with a Secretary of Education on equal terms with other Secretaries in the President's Cabinet. It is pushing in Congress measures looking toward the eradication of illiteracy and the granting of government aid of seven and a half million dollars a year for this purpose, toward the Americanization of foreigners involving a government appropriation of seven and a half million dollars, toward the better preparation of teachers through scholarships and increased facilities for which the government is asked to give fifteen million dollars, for the promotion of physical education of which the government's share is twenty million dollars and to equalize educational opportunity by government to weak districts. The total of these appropriations, should the bill become a law, amounts to over three million dollars per year for the State of Missouri.

If these, and other activities of the Association are to be successful, the Association in the nation must have the help of the entire teaching force, as Associations in state and district must include all the teachers in Missouri.

## STUFFED UP WITH "A BAD COLD?"

Get busy with a bottle of  
Dr. King's New Discovery  
at once

Coughs, colds and bronchial attacks—they are all likely to result in dangerous after-effects unless checked in time. And how effectively and quickly Dr. King's New Discovery helps to do the checking work! Inflamed, irritated membranes are soothed, the mucous phlegm loosened freely, and quiet, peaceful sleep follows.

All druggists have it. Sold since 1869

**Constipation Emaciation**  
No more lax bowels, yellow complexion, sick headache, indigestion, embarrassing breath, when you use a corrective Dr. King's New Life Pills. They systematize the system and keep the world looking cheerful.

I am suggesting that you become associate members of the National Education Association, unless you prefer to become an active member. The active membership fee is four dollars. An associate membership fee is two dollars, and an associate member may receive all the privileges except voting at the annual meeting, and all reports on request. I think it practically certain that after the next annual meeting, associate members will be admitted to active membership without the payment of the additional two dollars, as this appeal is for you to send three dollars for membership in district, state and national ed-sentatives whom I have appointed in your congressional district to push the enrollment in these associations.

The County Superintendent will welcome inquiries relative to further details of the above appeal.

The hope is here launched that all teachers, school officials and friends of education have enjoyed a Merry Christmas and that for them the fair New Year will be ushered in with renewed happiness and prosperity.

More than three-fourths of Missouri's schools have been closed on account of the influenza. Many of the school boards are holding up the teachers' pay for this time, not knowing whether they have the right to pay her for the time lost; or knowing, they refuse because pay without services rendered does not appeal to their idea of good bargaining. The legal right of the teacher to collect pay for the time lost is sustained by an opinion of the Attorney General. School boards should remember that teachers are not paid for their services, any way, but only for their time. If teachers and soldiers were paid for their services the school tax would be a great deal heavier than it is and our war debt would be increased beyond measure. If knowledge, character, ideals and skill, which the teachers give to the people, were commodities that could be measured and sold by the bushel like wheat, teachers could well afford to lose the time. If patriotism, liberty and democracy could be weighed and sold by the pound like beef, soldiers would not need pensions. The soldier is paid for his time, not his services. So is the teacher. Let their pay go on whether they are in camp, trench, hospital, school or home.—Missouri School Journal.

For the school year ending June 30, 1917, the total number of days' attendance by all pupils was 1,142,151; average daily attendance, 7,452.

For the school year ending June 30, 1918, the total number of days' attendance by all pupils was 1,142,151; average daily attendance, 7,416.

An apparent discrepancy is explained by the fact that the average length of school term in days for the latest year reported was 154 as against 152 for the latest previous year.

One year ago the number of cases of tardiness reported was 6,152, truancy 273, corporal punishment 1,288. For the last year the number of cases of tardiness was 6,729, truancy 336, corporal punishment 1,025. An increase is noted in the number of cases of tardiness and truancy but a decrease in the number of cases of corporal punishment. This statement, however, must not be construed as being an argument in particular for increased corporal punishment.

CO. SUPT. OF SCHOOLS.

### THE FUTURE OF ADVERTISING

Concerning the future of advertising agent the closing of the war, a well-known New York advertising expert says:

"Advertising is offered the great opportunity of its history. The war has enlisted advertising on a larger scale and for a greater purpose than ever before, taught people its power, and brought it home to the consciousness of men hitherto indifferent to it. The business world is plastic ready to be remolded into newer and better forms. Its landmarks have been set back, its boundaries extended, its hampering precedents and prejudices removed. A new set of conditions surround labor, raw materials, costs, transportation, freight rates and selling costs. New ideas are needed. Never has the demand for good judgment and broad vision in merchandising and selling been so great."

### TAKE NOTICE

Hunters and trespassers are hereby warned to keep off the farms of the undersigned, under penalty of the law:

VETIL PALMER.  
GEORGE WORTH.  
JOHN BAB.  
JO MILLER.  
JOE THURMAN.  
L. HERMAN.  
VAL NEAGEAR.  
JOE NEAGEAR.  
HENRY PARMER.  
HENRY OTA.  
ELI BYINGTON

### ADVERTISEMENT WRITING

The following selection offers some very good advice to dealers in regard to writing their advertisements for local papers:

"An advertisement is a salesman. It has one object—to sell goods and sustain good will and friendliness for the store.

"As you have to pay good money for the space your ad occupies, and not for what you say in it, it would be foolish to waste the space by writing something that you would not ordinarily tell a customer if he entered your store. Take pains in writing your ad. Make it simple and direct. Write it as carefully as you would write your will—leave nothing to be guessed at, but make it brief, yet complete. A great railroad magnate died a few years ago leaving millions. His will contained less than a hundred words, and no lawyer or court could find a flaw in it, yet he made bequests to many individuals and charities.

"In your ads tell the people in the simplest and most direct way what you are going to do, and then do it. Be careful what you say, but never break a promise in an ad, even if you stand to lose by reason of a mistake. "Describe your goods just as they are. If you misrepresent, you will surely found out, and then your ad will do you more harm than no ad at all.

"Common business sense and the ability to write brief sentences in every-day language will enable you to write your own ads. And they will probably strike home, when the elaborate, wordy ad of the expert will be glanced at unnoticed. Advertising is not literature, but business, and has more gray matter in it usually than much of the recent so-called literature that you read. Don't worry if you are shaky in your grammar. When bad grammar will sell furniture better than university English, use your own kind every time. Very often a homely, familiar expression or phrase will strike a response in the reader's mind that the most elaborate wording would completely miss.

"A good advertisement cannot be whipped together in a few minutes, nor by one who is guessing at what he is doing. The reason so much advertising is unsuccessful is because it is prepared in a thoughtless fashion by someone who has not studied his subject, nor had any definite idea of what he wanted to say.

"As the advertising of the store is one of the most important tasks in the whole business, the proprietor ought to look after it himself, and give it the time and attention it deserves. Then his policy finds expression in his own printed words, and he is truly the head of the enterprise and of its advertising—as he should be.

"There is a multi-millionaire manufacturer not far away, who says that he can hire men to do his buying, to look after the cash, the manufacturing, but that he cannot find one who can look after the advertising to his satisfaction. He considers it his most important work, and his success justifies his statement."

### HOG PRICES FOR JANUARY

The meat division of the United States Food Administration announces that after a series of meetings held in Chicago on December 3 and 4, participated in by representatives of the Agricultural Advisory Committee and special representatives of the Swine Producers, it was decided that the price of hogs for January should be continued on the same basis as in November and December.

Throw-outs are to include pigs under 150 pounds, stags, boars, thin sows and skips. It is still highly desirable, says F. B. Mumford, Dean of the University of Missouri College of Agriculture, that the lighter weight hogs be held back for the next few weeks and it can again be stated that all available hog products that can be spared will be required for foreign shipment for the next several months.

"The wisest of the Greeks was Socrates, for when he was told that the oracle had declared him to be the wisest of men he said, 'It must be because I know that I know nothing!'"

## Try It!

A medicine which has given satisfaction to its users for over 40 years, as Cardui has, must be a good medicine. If you suffer from female troubles, and need a reliable, strengthening tonic, of real medicinal value, as proven by the experience of thousands of women users,

### TAKE

# Card-u-i

### The Woman's Tonic

Mrs. C. S. Budd, of Covina, Calif., in writing of her experience with Cardui, says: "I took a bottle at 13 years old, and it cured my headaches. I have taken it since marriage, and received much help from it. Cardui is the best medicine I ever took... It was the only medicine... that helped my back..." Try Cardui.

All Druggists

EB 11

## WHEN YOU SUFFER FROM RHEUMATISM

Almost any man will tell you that Sloan's Liniment means relief

For practically every man has used it who has suffered from rheumatic aches, soreness of muscles, stiffness of joints, the results of weather exposure.

Women, too, by the hundreds of thousands, use it for relieving neuritis, lame backs, neuralgia, sick headache. Clean, refreshing, soothing, economical, quickly effective. Say "Sloan's Liniment" to your druggist. Get it today.

## Sloan's Liniment

Kills Pain

"Gloomy foreboding never solved a problem."

F. S. WEBER

Physician and Surgeon.

Office in Room 10, Realty Building, Farmington, Mo.

### Dr. E. J. WILLBANKS

Osteopathic Physician and Surgeon

Farmington, Mo.

Office: Farmers Bank Building.

Office hours: 8:30 to 11:30 a. m.; 1:30 to 4:00 p. m.

Phone No. 181.

E. L. HORTON,

Dentist,

Office in Lang-Holler Building.

Phone 69.

Farmington, Mo.

B. H. MARBURY

Attorney at Law

Practices in all the courts in the State. Office Farmers Bank building. Farmington, Missouri

### GEO. C. FORSTER, Agent

FIRE, TORNADO, PLATE-GLASS and AUTOMOBILE

INSURANCE.

Office in Farmers Bank Building.

Notary Public.

Phone 355.

ADAM NEIDERT

JOHN A. NEIDERT

## A. NEIDERT & SON

UNDERTAKERS AND EMBALMERS  
FARMINGTON, MO.

We are licensed embalmers and carry in stock a complete line of metal lined State and Couch Caskets, Robes and Grave Vaults. Telephone calls, either day or night, are given our prompt attention. Office Phone 380 L. Residence Phone 380 R

W. T. Haile, President.

R. L. ALLEN, Cashier.

W. J. Bess, Ass't Cashier.

E. E. Swink, Vice President

## St. Francois County Bank

(Post Office Opposite.)

Farmington, Missouri

Solicits your banking business. Insured against burglary. This is the bank with the Savings Department—Interest paid on time deposits.

### Directors:

THOS. H. STAM E. E. SWINK. W. T. HAILE. ED. HELBER.  
R. L. ALLEN. S. J. TETLEY. ALBERT WULFERT.  
Established 1897.

W. M. HARLAN, President

W. R. LANG, Vice President

M. P. CAYCE, Cashier

S. F. ISENMAN, Ass't Cashier

## Bank of Farmington

Capital Stock \$50,000

Capital and Surplus \$75,000

Does a general banking and exchange business. Interest paid on time deposits. Insured against burglary. Collections a specialty.

### Directors:

Peter Giesing W. F. Doss M. P. Cayce W. R. Lang  
W. M. Harlan E. A. Rozier J. E. Klein

## THE FARMERS BANK

FARMINGTON, MO.

Capital Stock \$35,000

Surplus \$20,000

ONE DOLLAR STARTS AN ACCOUNT.

Directors—P. A. Shaw, Wm. London, W. L. Henaley, W. C. Fischer,  
H. D. Reuter, C. B. Denman, L. H. Williams.

## Farmington Undertaking Co.,

AUTO SERVICE

Office and Parlor in Tetley Building.

ROLLO COZEAN, Manager.

Office Phone 258.

Residence Phone 46.

## GET A BUSINESS EDUCATION

The highest salaries and greatest demand for office help in history. Secretary of Labor Wilson, and others who have carefully studied the situation, state that this demand and big salaries will undoubtedly continue for years.

You can prepare in less time, and be drawing big money months sooner, if you secure your training from our experts who have all had training in actual office and know exactly what business men pay for. Business men are giving preference to our graduates. You can save entire cost of your education many times by coming to us for your training.

Why not begin right after Christmas? School continues the entire year. Ask for further information.

GEO. A. MILLER

BUSINESS COLLEGE  
FARMINGTON, MO.